

WASHINGTON
HIGHER
EDUCATION
COORDINATING BOARD

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Bachelor of Science in Global Wine Studies Central Washington University

Introduction

Central Washington University (CWU) seeks approval to offer a Bachelor of Science degree in Global Wine Studies (GWS). The program would fall under the umbrella of the university's World Wine Program, part of the College of Education and Professional Studies. Currently, the World Wine Program includes a Wine Trade and Tourism minor, a Wine Trade Certificate, non-credit bearing enrichment courses for consumers, and training programs and seminars for the wine industry.

The GWS program has been developed to respond to the need for trained workers in a rapidly growing and complex global wine industry. Ranked second among United States in total wine production, Washington is a leading wine exporter. The wine industry now contributes more than \$3.7 billion annually to the state's economy.

The GWS program is intended to be an innovative, interdisciplinary program offering a broad understanding of the global wine trade, and how to keep Washington's wine industry economically competitive. The GWS program would make CWU's World Wine Program more comprehensive and it would complement, not duplicate, program offerings at other Washington higher education institutions that focus largely on viticulture (grape growing) and enology (winemaking).

Relationship to Institutional Mission, Strategic Master Plan

The proposed GWS program is consistent with the goals/mission of the Higher Education Coordinating Board because it is an innovative effort to expand CWU's postsecondary degree programs. The program would help drive greater economic prosperity and opportunity in Washington State by producing graduates who understand winemaking, how to manage a wine business, and how to market wine in a rapidly expanding and competitive global marketplace.

The GWS program also would contribute to the goals/mission of CWU, which seeks to "integrate international experiences and global education into curricular and co-curricular initiatives." The GWS major includes a required study-abroad experience in one of the

world's wine-producing regions and required internships with wine-related businesses. Also included is a comprehensive approach to recruiting a diverse student population for participation in the GWS program.

Program Need

The HECB's 2006 *State and Regional Needs Assessment* includes a recommendation to "increase the number of graduates required to meet the demands of employers in key occupational areas."

The GWS proposal makes a compelling case that Washington's wine industry is such an occupational area. According to a 2008 report commissioned by the Washington Wine Commission and the Washington Association of Wine Grape Growers:

- The number of wineries in Washington State increased from 19 in 1981 to more than 500 in 2008;
- The industry now employs 19,000 workers, up from 11,000 in 1999;
- Wages have increased from \$350 million to \$579 million; and
- Washington State's wine industry now contributes \$3 billion annually to the state's economy, and more than \$4.7 billion annually to the U.S. economy.

Further, a March 2001 report (Motto Kryla and Fisher LLP) shows that 75 percent of jobs in the wine industry are not directly in the vineyard or the winery. Thus, there is a need for a four-year degree program focused on jobs related to a globally competitive wine industry, including buying and global marketing of wine, distribution, merchandising, winery and vineyard management, communications, and public relations.

Wine vintners in Washington attest to the need for more trained professionals to strengthen the state's wine industry:

- "This program is as necessary as or maybe even more necessary than the various winemaking programs at other institutions."
- "Global wine studies give us the edge needed by teaching about viticulture areas, wine faults to avoid, and the cost structure of growing, producing, finishing and marketing wines both here and abroad."
- "We have a rich source of well trained wine makers coming from several programs in the state. However, there is no comparable program to supply the management needed to make the industry more competent and competitive in the rapidly changed wine market place."

To gauge demand for the program, CWU conducted a limited survey of students who had successfully completed CWU's wine trade certificate program between 2004 and 2006. About half of those surveyed said they would have enrolled in the GWS degree program had it been available. Based on this and other inquiries made to the department, faculty believe there is sufficient student interest to pursue the degree program.

Program Description

Under the umbrella of the World Wine Program, the GWS program would be the first four-year degree program focused on the global business of wine as well as professional sensory analysis. The interdisciplinary program is complementary, and not competitive, with existing viticulture and enology education programs at other higher education institutions in Washington State.

GWS students would be required to complete 50 core credits to help them develop skills and knowledge related to wine production, wine business issues, and the global wine industry. To ensure proper articulation, the core credits include the same four courses (15 credits) which also form the beginning course sequence of the Wine Trade Certificate and Wine Trade and Tourism minor.

Students also would complete 25 to 36 credits from among eight minor disciplines that most closely complement their chosen career area within the wine industry. Additionally, students would be required to participate in a faculty-led study abroad experience and an internship in a wine-related business.

Because students in the program would be tasting and assessing wine in three of the four upper-division courses - professional wine analysis, advanced sensory analysis, and wine faults - students would have to be at least 21 years of age prior to the start of professional wine analysis, which is a pre-requisite to the two other courses.

To gain entry to the GWS program, students would be required to complete pre-admission requirements and have a minimum of a 2.5 GP. To earn the GWS undergraduate degree, students must maintain a 2.75 GPA in the core courses.

Diversity

GWS resides within the College of Education and Professional Studies which “embraces goals and objectives that support the university’s diversity efforts.” Indeed, there appears to be a strong institutional commitment to diversity, beginning with leadership provided by the university’s president.

The GWS proposal states at length the university’s commitment to diversity and describes a significant number of programs and efforts directed at maintaining a diverse student population and faculty. To supplement the campus-wide efforts, “GWS program faculty will develop recruitment and retention strategies responsive to the specific needs and barriers of minority groups in Washington and in the wine industry.”

This statement is followed by nearly two pages of diversity-oriented activities and initiatives, which, if carried out reasonably well, would help ensure that the GWS program is doing its part to give meaning to diversity in higher education. This includes targeted outreach and communications to underrepresented groups, use of Web resources, coordinating internal and external recruitment, academic support, peer mentoring, diversity training, and evaluating diversity efforts annually.

Based on participation in the World Wine Program, there is room for improvement in diversity outcomes. Of 47 students participating in the wine trade certificate program in the past two years, only one Asian, one Hispanic, and one Native American student were enrolled. Three participants were listed as “multi-ethnic;” nine others were not identified by ethnicity. Of the six students of color who did participate, three did not complete the program.

These statistics underscore the importance of implementing the diversity-oriented activities and initiatives identified in the GWS proposal. Measureable outcomes should reflect both participation and completion rates of diverse student populations.

External Review

External reviews were provided by Alan Busacca, Ph.D., Vinitas Vineyards Consultants, LLC, a certified professional soil scientist and a Washington State licensed geologist; and Anthony C.L. Spawton, Associate Professor of Wine Marketing, founder of the wine marketing discipline, and head of the school of marketing, University of South Australia.

Dr. Busacca remarked that the proposal for establishing a Bachelor of Science degree in Global Wines Studies is “coherent and excellent” and that “the concept is sound.” He said that structuring the GWS program around the business side of the wine industry was excellent, and he emphasized the importance of study abroad and internships for all students.

Dr. Busacca believes the program is worthy of approval by the HECB, but noted that “it is very ambitious given the very modest request for funding and faculty and staff support.” He thought the 300- and 400-level coursework was appropriate but suggested that the teaching load might be “too heavy for two faculty FTE.” He recommended an additional half-time faculty and a line-item in the budget to support faculty foreign travel.

CWU responded that the planned teaching load spread between 1.75 FTE faculty is acceptable and not unusual. Additional staffing might be possible as the program grows. The cost of foreign travel for faculty is planned through tuition and student fees and financial aid would be available to help students, if needed.

The second reviewer, Professor Spawton, commented that the GWS program objectives are well defined, the sequencing of the individual courses provides a logical progression, and the teaching and learning outcomes are appropriate.

Professor Spawton said the proposed GWS program stands unique among wine studies programs available in Europe and the U.S. because it alone covers the “three commercial pillars” of the industry: vineyard, winery, and marketplace. While pointing to universities in Europe with business-oriented university degree programs, he cited only one in the United States, the four-year undergraduate degree program in Wine Business at Sonoma State in California. Professor Spawton noted that academic programs covering the basic elements of wine business find it easier to recruit students both locally and internationally.

He commended the program on its experiential nature, particularly the study abroad requirement that could greatly enhance students understanding of “how wineries and industries are coping with the issues of international competitiveness at all levels of the winery operations and in the marketplace.” He suggested staff exchanges for this purpose, to which CWU faculty replied that exchanges would be considered as the program develops.

Professor Spawton questioned the title of the course, “410 Wine Faults,” as being too negative. He suggested “Intrinsic Quality and Saleability.” The course titled “Wine Faults,” is nearly understood as a “brand” of CWU’s World Wine Program, and the instructor is highly regarded nationally for her expertise in this area. For these reasons, the course title will remain as is.

Assessment

The GWS program contains multiple assessment measures and instruments, beginning with a Student Evaluation of Instruction (SEOI) used in each class. This five-point Likert scale covers 29 points, such as instructor effectiveness, course content and objectives, intellectual challenge and effort, and more. An appendix provided by GWS faculty provides a comprehensive list of course embedded assessments.

The College of Education and Professional Services, in which the GWS program would reside, annually assesses and reports on student learning. The report includes what student learning outcomes were assessed each year and why; how they were assessed as to methodology; what was learned; how the department would act on the information; and how the department acted on information learned from previous year’s assessments.

An annual departmental review in the form of a “self-study” provides basic information on the nature of the department’s programs and includes faculty assessment of the program’s strengths and weaknesses. The program review process provides staff and faculty the opportunity to describe, analyze, and reflect upon the role, goals, and contributions of the department to the college’s and university’s mission statements. Information obtained from the activities above is used as part of a comprehensive departmental program review every five years.

Program Costs

The GWS program anticipates enrolling 15 FTE students in the first year, growing to 30 FTE students by the second year. To implement the program, the College of Education and Professional Services has budgeted .5 FTE for administrative staff and 1.75 FTE for faculty, including 1.25 FTE yet to be hired.

Core courses in GWS would be taught by full-time faculty, at least one being tenure track. The program would use existing office space and library facilities, so the budget excludes those items. According to CWU faculty, state-funding via internal reallocation would result in limited impact on other departments or programs.

With an entering class of 15 FTE, the total budget for the first year of the program would be \$227,430, or \$15,162 per FTE. At full enrollment of 30 FTE in the second year, the total budget would be \$232,687, or \$7,756 per FTE. This is relatively high compared to the average cost per FTE for upper division undergraduate students majoring in business programs at most other public institutions.

According to the HECB *2005-06 Education Cost Study (July 2007)*, the direct cost per average annual upper division undergraduate business student FTE ranged from \$3,689 at Central Washington University to \$8,265 at the University of Washington. It should be noted, however, that the GWS program projects a student/faculty ratio of 17, which partially explains the relatively high cost. The student/faculty ratio at undergraduate business programs in other public institutions in Washington ranged from 17 at University of Washington, Bothell, to 32 at Washington State University, Pullman/Spokane.

Staff Analysis

The unparalleled growth of the wine industry in Washington State - from 19 wineries in 1982 to more than 500 in 2008 - underlies the case for a Bachelor of Science degree in Global Wine Studies. Washington needs highly skilled and knowledgeable workers in all facets of the wine industry, if it is to remain competitive in the global marketplace. All signs point to continued growth of the industry.

Educators and industry leaders agree that there are too few university-level programs with a comprehensive wine industry curriculum. External reviewer Tony Spawton said the proposed program is unique because it encompasses the “three commercial pillars” of the industry - vineyard, winery, and marketplace. He noted that graduates would “find it easier to find employment as they will have a much broader understanding of the key elements of the wine business and ... will be better equipped in a managerial role in understanding the full scope of the value chain at the vineyard/winery ... locally, nationally and internationally.”

In the GWS program, there appears to be a well-conceived curriculum and sequence of courses that ensures articulation with existing programs within the institution, and there is adequacy of assessment planned via the university’s annual and five-year assessment practices. Given the very limited effort made to assess demand, i.e., student interest; marketing and promotion of the program could become vital to achieving satisfactory enrollments. The activities outlined to promote diversity in the program, if well planned and implemented, could prove pivotal with regard to program sustainability.

GWS faculty indicate that the program would move forward even if enrollments were very limited; however, the cost per student could be much higher than what is normally deemed acceptable. Faculty point out that the wine trade certificate program enrolled only four students in its first year, but has grown to an average of 24 students in years four and five of the program.

Finally, the program fits well within the CWU's stated goals and those of the Higher Education Coordinating Board, as cited previously in this review.

Recommendation

Based on a thorough review of the program proposal, comments by external reviewers, and in light of the proposed program's relevance to state and institutional educational goals and missions, HECB staff recommend approval of Central Washington University's request to establish a Bachelor of Science degree in Global Wine Studies. The HECB Education Committee discussed the proposal during its May 5, 2008 meeting and recommended approval by the full Board.

RESOLUTION 08-12

WHEREAS, Central Washington University proposes to offer a Bachelor of Science in Global Wine Studies; and

WHEREAS, The program would support the Strategic Master Plan for Higher Education goals of driving greater economic prosperity and opportunity by teaching students about the business side of the wine industry, which is a growth industry in Washington; and

WHEREAS, The program would respond to employer need for graduates with comprehensive knowledge of the wine industry, including its business aspects; and

WHEREAS, The program would not duplicate existing programs in Washington; and

WHEREAS, The program would feature a well-conceived curriculum, including coursework that complements existing programs within Central Washington University; and

WHEREAS, The program has received support from external reviewers;

THEREFORE, BE IT RESOLVED, that the Higher Education Coordinating Board approves the Bachelor of Science in Global Wine Studies at Central Washington University, effective May 22, 2008.

Adopted:

May 22, 2008

Attest:

Bill Grinstein, Chair

Roberta Greene, Secretary

